

Email: matthew.stafford@co-operative.coop
Tel: 0843 751 9902

5 June 2013

Cllr Paul Roberts
Brooklands
101 School Lane
Caverswall
Staffordshire Moorlands
ST11 9EN

Dear Cllr Roberts

Ref: APPLICATION 13/00151/OUT_MAJ – Outline planning application for a residential led, mixed use development at the former Fole Dairy site in Checkley Parish

I am writing with regard to the above application, which was submitted by The Co-operative Group in February 2013. Our group is deeply committed to bringing forward a sustainable redevelopment of the former Fole Dairy site, which is why I am taking the specific step of writing to you ahead of our application being determined.

Over the last 12 months we have engaged extensively with officers and members from SMDC, including ward councillors for Checkley and with Checkley Parish Council. Our primary focus has been to respond positively to the issues raised when our last application for planning consent on this site was determined. We have been grateful for the community's involvement and the positive feedback we have received. We are looking to continue this engagement, in an open and honest manner, in the period running up to our revised application being considered.

The defining issues for this site are that commercial activity designed to encourage significant employment opportunities is simply unviable. We have commissioned, and presented to officers, extensive studies to provide evidence that the marketing of the site, on attractive terms, has failed to bring forward any offers that could be considered fair and reasonable. Equally, the site continues to lay derelict and unused which, despite our careful stewardship of our holding, will only exacerbate an already difficult situation. In short, the longer the site remains unused the more difficult it will be to deliver any form development at this location and contribute positively to Fole.

Our commitment to Fole, the positive feedback we have received from the local community and the confidence in our planning application has prompted us to prepare a short briefing note, which is enclosed with this letter. This note sets out the current situation, the key issues we are addressing and how our application presents the best option to bring forward local homes as part of a mixed-use development that will be both sympathetic to the surrounding area and absolutely in keeping with the National Planning Policy Framework.

I am sensitive to the fact our application is currently being formally considered but would be happy to answer any questions through the channels made available by the planning authority's rules and procedures.

Looking to the future I am confident you will recognise the absolute merit of our proposals, our steps to engage the local communities and the reality that our proposals reflect the only viable means of ensuring that this site enhances the community of Fole in the years ahead.

Yours sincerely



MATTHEW STAFFORD
Strategic Planning Manager

